

ABSTRACT

A method of advertising is disclosed whereby an advertising message is incorporated into an aviation checklist in order to provide a means for commercial advertisers to target market products and services to pilots and other flight personnel of an aircraft. As the aviation checklist is used and re-used in every flight, the advertisement message, which is permanently incorporated into the checklist article, is reinforced. An advertisement article produced pursuant to the method is also claimed and may take a variety of constructions and forms, as disclosed and claimed.

THE FOLLOWING IS A SUMMARY OF THE INVENTION